



WDAF-TV

ORDER

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Flight Dates 10/16/12-10/29/12

<u>Contract / Revision</u>	583436	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	10/29/12	10/29/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	2093
			<u>Billing Contact</u>	<u>Alt Order #</u>	09844674
<u>Advertiser</u>	Senate Majority PAC		1010 Wisconsin Avenue Suite 800 Washington, DC 20007	<u>Billing Type</u>	Cash
<u>Agency</u>	Waterfront Strategies			<u>Order Type</u>	GENERAL
<u>Buying Contact</u>			<u>Sales Office</u> DC-M	<u>Billing Cycle</u>	EOM/EOC
1010 Wisconsin Avenue Suite 800 Washington, DC 20007			<u>Sales Region</u> NAT	<u>Billing Calendar</u>	BROADCAST
			<u>Agency Ref</u>	<u>Demographic</u>	A35+
				<u>Rev Codes</u>	SP-POL ISS GEN
				<u>Product Codes</u>	PL1Gc, PL2C
				<u>Priority</u>	1
				<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 318727

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	22%	70120
KCWE	%	0
KMBC	31%	98805
KMCI	%	0
KPXE	%	0
KSHB	25%	79681
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$51,527.00	\$60,620.00	0.00	10/01/12	10/28/12	62	\$51,527.00	\$60,620.00
November 2012	4	\$8,075.00	\$9,500.00	0.00	10/29/12	10/29/12	4	\$8,075.00	\$9,500.00
Totals	66	\$59,602.00	\$70,120.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/16/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00	NM	4	\$3,300.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12 10/21/12 -TWTF-- 2 \$825.00 0.00															
Week: 10/22/12 10/28/12 -TWTF-- 2 \$825.00 0.00															
2	4	10/16/12	10/26/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00	NM	4	\$3,300.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12 10/21/12 -TWTF-- 2 \$825.00 0.00															
Week: 10/22/12 10/28/12 -TWTF-- 2 \$825.00 0.00															
3	4	10/20/12	10/27/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$800.00	1	0.00	NM	2	\$1,600.00



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Advertiser **Senate Majority PAC**

Product MAJORITY PAC

Estimate # 2093



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
23	4	10/21/12	10/21/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$100.00	2	0.00	NM	1	\$100.00	
BURN NOTICE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S			1	\$100.00			0.00						
24	4	10/28/12	10/28/12	SU 1232A-132A Su 1232-132a	CM-All	1232-132a	-----S	:30	1	\$60.00	2	0.00	NM	1	\$60.00	
BONES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	-----S			1	\$60.00			0.00						
26	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--W----	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00	
WORLD SERIES #1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	--W----			1	\$2,300.00			0.00						
27	4	10/22/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00	
FOX 4 NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	M-----			1	\$500.00			0.00						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	M-----			1	\$500.00			0.00						
28	4	10/22/12	10/29/12	M-F 9-10p 9-930p (9:00 PM-9:30 PM)	CM-All	9-930p	M-----	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	M-----			1	\$1,800.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	1	4	10/22/12-10/28/12	M-F 9-10p			9-930p		(9:00 PM-9:30 PM)			:30	(\$1,800.00)	0.00	NM	
<i>Credited</i>																
		<u>Week:</u>	<u>10/29/12</u>	<u>11/04/12</u>	<u>M-----</u>		<u>1</u>	<u>\$1,800.00</u>		<u>0.00</u>						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	2	4	10/29/12-11/04/12	M-F 9-10p			9-930p		(9:00 PM-9:30 PM)			:30	(\$1,800.00)	0.00	NM	
<i>Credited</i>																
29	4	10/27/12	10/27/12	World Series World Series on FOX	CM-All	7p-CC	-----S-	:30	2	\$2,300.00	2	0.00	NM	2	\$4,600.00	
WORLD SERIES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	-----S-			2	\$2,300.00			0.00						
30	4	10/28/12	10/28/12	World Series World Series on FOX	CM-All	7p-CC	-----S	:30	2	\$2,300.00	2	0.00	NM	2	\$4,600.00	
WORLD SERIES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	-----S			2	\$2,300.00			0.00						
31	4	10/22/12	10/26/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	MTWTF--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00	
FOX 4 NEWS AT 5P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	MTWTF--			1	\$1,000.00			0.00						
33	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	2	\$375.00	2	0.00	NM	2	\$750.00	
FOX 4 NEWS AT 5P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	MTWTF--			2	\$375.00			0.00						



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